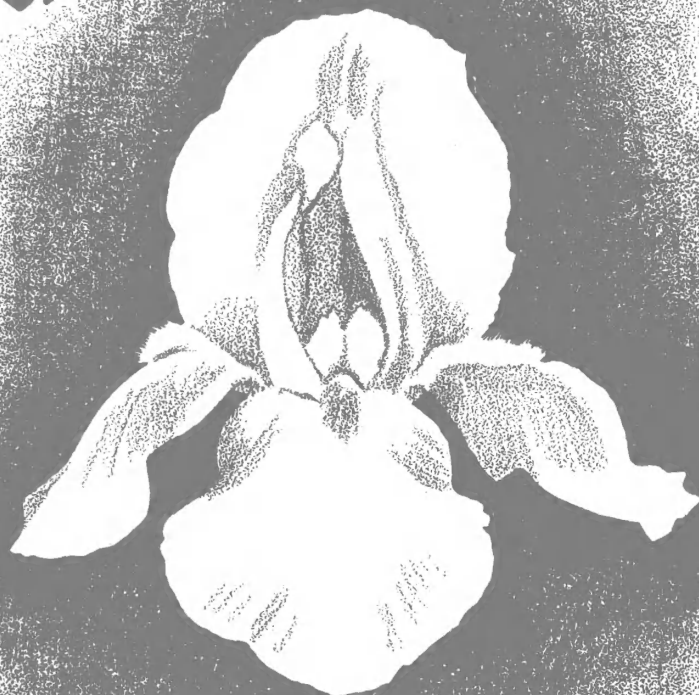


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2971
OPPORTUNITY
KNOCKS AGAIN!



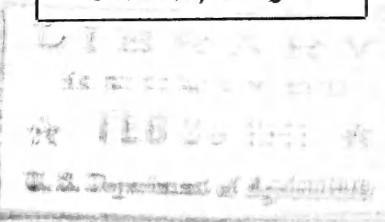
FOR 20 DAYS-

**COOLEY'S GARDENS
SILVERTON, OREGON**

Return Postage Guaranteed

341
Special offer of 1952

SEC. 562, P. L. & R.
U. S. POSTAGE
PAID
Permit No. 19
Silverton, Oregon



Miss Freeman

U. S. Dept. Agriculture
Bureau of Plant Industry
Washington, D. C.

COOLEY'S GARDENS

SILVERTON, OREGON

February 20th, 1941

OPPORTUNITY

Sometimes it knocks twice in the same place!

You are one of the 30,000 people who last year received the iris catalog of Cooley's Gardens. Perhaps you now have irises growing in your garden, selected from the pages of that catalog, and you are keenly looking forward to the approaching iris season, when they will bloom for you.

But a vast number of folks could not obtain all of the varieties they desired....many were sold out within a surprisingly short time. There were instances where a lean garden budget overshadowed the desire to take advantage of tempting collection offers. The reasons why you didn't add the irises you wanted may be many and varied, but this special announcement brings GOOD NEWS even to those whose gardens already boast a fine collection!

NEW COLLECTIONS at \$2....\$3....\$5....\$10

*Look inside this folder---the first glance will tell you that even last year's bargains are being outdone. And by ordering now, you definitely make sure of two important things:

1. You will get your order filled completely, exactly as you want it. No second choices, no substitutions.
2. Delivery will be made right off the bat, in June, so that your plants will have all summer to grow for you.

These collections will not be repeated in our catalog, published late in May. Stocks of many varieties are short, and such will not even be listed. Others will be offered, but not in collections.

AND HERE IS THE WHY OF ALL THIS --

By presenting a special offer at this time, for acceptance during a very limited period, we both gain from the following advantages:

1. The plants you order will be "ear-marked" now, and labels, tags, and office procedure will be taken care of in advance of the rush season.
2. Orders can be dug and shipped weeks before they possibly could be when ordinarily selected from the catalog.
3. The catalog can be made up following expiration of this offer, lessening risk of overselling on some items and consequent disappointment of many customers.

*MARCH 10th IS THE LAST DAY....ORDER AT ONCE!

FREE IRIS PLANTS -- Every collection has a remarkable offer of extra value plants free.

Turn the page and order today.

Yours for better irises,

COOLEY'S GARDENS

C. J. Cooley

For full performance the first season



• PRE-SEASON IRIS COLLECTIONS • FOR ORDERS PLACED BEFORE MARCH 10

ANY 10 FOR . . . \$2.00

Your choice, one of a kind, every plant correctly labeled. Full blooming size specimens, postpaid to your door.

California Gold, the great yellow.
Gudrun, giant white, orange beard.
Sierra Blue, stately tall blue.
Happy Days, largest of all yellows.
Jean Cayeux, pale coffee tan.
Spokan, rich chestnut brown.
Golden Light, bright cinnamon-gold.
The Black Douglas, almost black.
Cheerio, velvety crimson red.
Meldoric, huge blue-black.
Imperial Blush, tall blush pink.
Ethel Peckham, large bright red.
Venus de Milo, clear creamy white.
War Eagle, one of the largest.
Joycette, deep maroon red.
Crystal Beauty, very tall white.
Noweta, small ruffled cream-pink.
Burning Bronze, glowing bronzy red.
Eros, beautiful salmon pink.
Sensation, lovely cornflower blue.

Free! If you will pay the small transportation charges on your order, you may have **COPPER LUSTRE** and **NARANJA** free. Or, you may select four more irises from the above list, making 14 in all. Just indicate your choice on the order blank, and we will send the parcel by express collect.

EARLY SPRING and FALL BLOOMERS ALL THESE FOR . . . \$2.00

***Autumn Frost**, tall white.
***Crysoro**, very bright yellow.
***Eleanor Roosevelt**, blackish violet.
Golden Bow, prolific deep yellow.
Ivory Elf, very free ivory self.
***Martie Everest**, tall sky blue.
***October Blaze**, rich crimson red.
***Southland**, richest yellow, short.
Red Orchid, blackish ruby red.
***Ultra**, very blue, low growing.

Ladies of Peeling, small but lovely light blue blend.

Cosette, cleanest early white.

NOTE—Rhizomes of these run smaller than other bearded iris, but they increase faster and bloom more freely. Varieties marked * bloom in spring and again in fall; others spring only.

Free! Those who pay the carrying charge on this collection will get a rhizome of the winter bloomer, **EVELYN PULLAR**, included without additional cost.

ANY 12 FOR . . . \$3.00

Your choice, one of a kind, labeled of course. All finest stock, postpaid.

Avondale, unusual fuchsia red.
Aline, one of the bluest of blues.
Copper Lustre, the copper iris.
Brunhilde, deep violet blue self.
Kalinga, solid cream.
Gloriole, frosty palest blue.
Junaluska, a copper red blend.
Naranja, pronounced orange effect.
Shining Waters, perfect sky blue.
Cyrus the Great, deepest mulberry.
Ethelwyn Dubuar, big lilac pink.
Shah Jehan, odd oriental blend.
Coralie, pink and red effect.
Sandia, big smokey pink blend.
Lady Paramount, large and tall yellow.
Rubeo, very rich deep red.
Seadeep, best blue bi-color.
Missouri, famous blue self.
Elkhart, free blooming chestnut red.
Golden Slippers, prolific clear yellow.
(Or any of those in the \$2 collection.)

Free! Without additional payment you can include **GLOWPORT**, the very red new fall bloomer, and **TREASURE ISLAND**, the big yellow self . . . both of them . . . Or you may select four more irises from the list above. The express on the package will be paid by you upon arrival. Be sure to mark your order blank indicating your choice.

ANY 10 FOR . . . \$5.00

You pick 'em, just one of a kind. Many of these were sold short last season but the new crop will be A-1, while it lasts!

Anitra, big domed light blue.
Destiny, inky bronze purple.
Far West, most popular salmon blend.
Golden Treasure, brilliant cream-orange.
Glowport, fine red autumn bloomer.
Golden Hind, deep yellow self.
Itasca, rich amethyst, small roots.
Jasmania, big banana yellow.
Khorasan, blend of henna and old gold.
Lighthouse, bright rose and yellow.
Mrs. W. Jacques, buffy apricot pink.
Marco Polo, one of the very best reds.
Mohrson, dark hybrid from Wm. Mohr.
Amitola, dusty pink and yellow, huge.
Rosy Wings, blend of rose and copper.
Snow King, bold white of great size.
Siegfried, largest of the new plicatas.
Treasure Island, top-notch solid yellow.
Marquita, ivory yellow, maroon veined falls.

Sandalwood, a fawn-brown blend, tinted salmon.
(Or any of those in the \$3 collection.)

Free! As if the above were not bargain enough in itself, we make this suggestion: You pay the express on the package and we will add your selection of **ANY ONE** of the following: **CORONET . . . E. B. WILLIAMSON . . . STAINED GLASS . . . RADIANT**.

ANY 10 FOR . . . \$10.00

Select one of a kind only, but you may take the entire lot of twenty sorts for \$20 if you choose.

Apricot, uniform apricot self.
China Maid, beautiful blended pink.
Modiste, solid mauve-blue.
Miss California, very tall lilac pink.
Tiffany, soft yellow plicata, ruffled.
E. B. Williamson, glowing copper red blend.
Christabel, tremendously fine red.
Great Lakes, leading blue iris to date.
Midwest Gem, crinkled apricot yellow.
Mountain Snow, cool blue-white of large size.
Noontide, a recent and very fine yellow.
The Red Douglas, plush-like deep red.
Birchbark, pure white of beautiful form.
Orloff, sanded plicata of cream and buff.
Piute, clean cut very bright red.
Radiant, burnished copper, brilliant red.
Frank Adams, bicolor of rosy tan, soft red
Bronzino, copper bronze, inclined to bloom in fall.

Rosario, lovely yellow pink with flaring falls.

Angelus, very late pink blend.

Free! We will include either **ORMOHR**, that great Wm. Mohr seedling, or the lovely yellow bi-color, **FAIR ELAINE**, with your selection of ten of the above, providing you instruct us to ship the plants express collect.

The transportation cost on a package of 10 plants going to the Pacific Coast states will average from 35 to 45 cents; to the middle west and east, from 40 to 65 cents.



Get the "Cream of the Crop" delivered to you right at the start of the season!

COOLEY'S GARDENS
SILVERTON, OREGON



THE IRISES offered in this folder are described in detail in our 1940 catalog. Many of them are shown in full color. In making your selections now you will find the catalog of considerable value. Should you be unable to locate your copy, just drop us a post-card request and we will send you another. ¶ All those who ordered last year, or who place an order from this folder, will receive the 1941 complete catalog in May.

ORDER BLANK

PRE-SEASON IRIS SPECIAL

*Not Valid After
March 10th*

COOLEY'S GARDENS

SILVERTON
OREGON

Ship to _____

St. or R. F. D. _____

City _____ State _____

Enclosed find \$ _____ to cover order indicated below.

☐ Ship Postpaid

☐ Ship Express Collect and Include the Following Free Varieties:

Any 10 for \$2.00

_____ California Gold
_____ Gudrun
_____ Sierra Blue
_____ Happy Days
_____ Jean Cayeux
_____ Spokane
_____ Golden Light
_____ The Black Douglas
_____ Cheerio
_____ Meldoric
_____ Imperial Blush
_____ Ethel Peckham
_____ Venus de Milo
_____ War Eagle
_____ Joycette
_____ Crystal Beauty
_____ Noweta
_____ Burning Bronze
_____ Eros
_____ Sensation

Any 12 for \$3.00

_____ Avondale
_____ Aline
_____ Copper Lustre
_____ Brunhilde
_____ Kalinga
_____ Gloriole
_____ Junaluska
_____ Naranja
_____ Shining Waters
_____ Cyrus the Great
_____ Ethelwyn Dubuar
_____ Shah Jehan
_____ Coralie
_____ Sandia
_____ Lady Paramount
_____ Rubeo
_____ Seadeep
_____ Missouri
_____ Elkhart
_____ Golden Slippers

SEE BACK FOR OTHER COLLECTIONS

Any 10 for \$5.00

_____ Anitra
_____ Destiny
_____ Far West
_____ Golden Treasure
_____ Glowport
_____ Golden Hind
_____ Itasca
_____ Jasmania
_____ Khorasan
_____ Lighthouse
_____ Mrs. W. Jacques
_____ Marco Polo
_____ Mohrson
_____ Amitola
_____ Rosy Wings
_____ Snow King
_____ Siegfried
_____ Treasure Island
_____ Marquita
_____ Sandalwood

Any 10 for \$10.00

_____ Apricot
_____ China Maid
_____ Modiste
_____ Miss California
_____ Tiffany
_____ E. B. Williamson
_____ Christabel
_____ Great Lakes
_____ Midwest Gem
_____ Mountain Snow
_____ Noontide
_____ The Red Douglas
_____ Birch Bark
_____ Orloff
_____ Piute
_____ Radiant
_____ Frank Adams
_____ Bronzino
_____ Rosario
_____ Angelus

All these for \$2.00

_____ Autumn Frost
_____ Crysoero
_____ Eleanor Roosevelt
_____ Golden Bow
_____ Ivory Elf
_____ Martie Everest
_____ October Blaze
_____ Southland
_____ Red Orchid
_____ Ultra
_____ Ladies of Peeling
_____ Cosette